

INTERNET AD DOOR

Abstract: Any number of digital images of a blocking or covering nature, such as a door, that is placed over internet advertisement spaces such as banner ads and ad buttons, of various shapes and sizes (36). When such an ad door image is selected, it disappears in the manner of a door opening, or another uncovering manner, to reveal the advertising contents beneath (66). The advertisement may explode into a larger space to convey its message (37) and collapse back into the original ad space when finished (66). The full attention of the viewer is captured because the viewer chooses to see what is behind the ad door. The ad door also reduces the visual clutter of too many internet advertisements. At the conclusion of an ad door, the space can either be covered with the original ad door image again (36), or covered by the advertiser's name, logo, trademark, slogan, or other such identifying information (66).